



A Netrio Mid-Market AI Readiness Report

Spotlight: Manufacturing



Your AI Is Scaling Fast. Can Your Data Can Keep Up?

For many, manufacturing looks like the mid-market AI success story. Netrio's Mid-Market AI Readiness Report found that 31.6% of manufacturing IT leaders say AI is now scaled and governed enterprise-wide, demonstrating the highest maturity level of any industry surveyed, ahead of the 26.2% average across all surveyed organizations.

50.9%

FEEL UNDEREQUIPPED ON
DATA READINESS &
INTEGRATION

But maturity on the surface doesn't always equate to a solid foundation. When manufacturing respondents were asked where their organization feels most underequipped to execute on AI, 50.9% pointed to data readiness and integration, the largest gap identified by any industry in the study, above the 46.1% overall rate.

46.1%

overall rate across
the mid-market

Manufacturing plant floors are full of legacy equipment generating data that wasn't built to feed an AI model, **and that's where manufacturing companies are feeling the strain.**

MANUFACTURING VS. MID-MARKET

Say AI is **scaled and governed** enterprise-wide

MANUFACTURING 31.6%

MID-MARKET 26.2%

Cite **competing priorities** as the biggest obstacle

MANUFACTURING 12.3%

MID-MARKET 5.2%

Cite **cost reduction** as a top desired outcome

MANUFACTURING 36.8%

MID-MARKET 23.7%

Hiding in plain sight is another pressure point: 12.3% of manufacturing IT leaders cite competing priorities as their biggest obstacle to the next step with AI, more than double the 5.2% rate across the broader mid-market. AI is competing for the same attention as uptime, quality control, and every other operational fire drill. It's often falling behind the other priorities.

In addition, 36.8% cite cost reduction as a top desired outcome from AI, well above the 23.7% overall average. For an industry where margins mean everything, manufacturing leaders are planning their investments, with 40.4% citing security tooling and controls for AI as the number one planned investment area, ahead of every other spend category, including AI licenses.

What Does This Mean for Your Organization?

Attempting to scale AI without resolving data readiness only compounds the underlying issues. Netrio's **AI Advisory Services** are here to help manufacturing organizations like yours get to the bottom of your data, drive value from AI, and help keep your environment secure.

Want Netrio's expert AI Advisory to assess where you are today and how to elevate your AI value and security? Reach out and schedule a conversation at info@netrio.com.

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